



Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, NY 10271
212 566-6700 Fax 212 566-6707
www.DowntownNY.com

FOR IMMEDIATE RELEASE

CONTACT: Nicole Kolinsky, nkolinsky@downtownny.com, (212) 835-2763

Downtown Alliance Issues Statement on Expansion of Century 21 Flagship Store

New York, NY (April 4, 2013) — Alliance for Downtown New York President Elizabeth H. Berger today issued the following statement on the expansion of Century 21 Department Store's flagship location in Lower Manhattan:

"Ask anyone what they love about Lower Manhattan, and one of the first things they answer is always 'Century 21.' With Lower Manhattan's annual spending power standing at an estimated \$5.1 billion, Century's expanded flagship store will continue to be a top destination for Lower Manhattan's 312,000 workers, 11.5 million annual tourists and 60,000 residents.

This expansion, which includes three new floors totaling 60,000 additional square feet as well as a Coffee Bean & Tea Leaf café and a M•A•C Cosmetics store on the ground floor, marks a new era for one of New York City's major retail institutions."

###

